

Bamundo Qualitative Research

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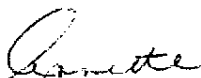
Ms. Karen Eisen
Phillip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Dear Karen:

I am enclosing five copies of the discussion guide for the upcoming sessions among price sensitive cigarette purchasers. The guide incorporates issues which should provide insights into the mind-set of these individuals, and how that impacts on purchases. However, we should be prepared to make changes to the guide, as we conduct the groups. Please review the guide, with all involved parties, and call me with any changes/modifications.

I'm planning on arriving at the Kansas City facility one hour in advance of the first session. At that time we can discuss any last minute adjustments.

Cordially,



ANNETTE BAMUNDO

Enc.

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